

REMARKS

This paper is filed in response to the non-final Office Action dated January 12, 2006. Claims 9-18 are pending. In the January 12, 2006 Office Action, the Examiner rejected all pending claims under 35 U.S.C. § 102(e) as anticipated by U.S. Patent No. 5,918,217 to Maggioncalda et al. (hereinafter “Maggioncalda”).

CLAIM REJECTIONS UNDER 35 U.S.C. § 102

Independent claims 9 and 17 are directed to an apparatus and a computer network, respectively, including the limitations of, *inter alia*:

graphical representations displayed in said second display portion are selectable by a user and said user interface display is responsive to user selection of a graphical representation of a product/service from said second display portion to generate a user interface display providing further information on said selected product/service utilizing data stored in said memory.

(*See* claims 9 and 17).

Maggioncalda is directed to a user interface for a financial advisory system. (*See* Maggioncalda, col. 2, Ins. 33-34). The interface includes input mechanisms and output values. (*Id.* col. 2, Ins. 38-41). Maggioncalda fails to disclose or suggest an apparatus for aiding the decision-making process of a user selecting from a plurality of products/services wherein the user may select a displayed product/service resulting in the interface display providing further, more detailed information on the specific selected product/service. (*See* Maggioncalda, Abstract; describing output values displayed based upon user’s input decisions).

Indeed, the portions of Maggioncalda cited by the Examiner as disclosing or suggesting these features, i.e., col. 9, l. 65 - col. 12, l.65; Figs. 4 and 9, instead further bolster Applicant’s argument that Maggioncalda is directed to a user interface that simply provides output values, without providing the user with the ability to select a displayed product/service to glean additional information. For example, while Fig. 4 of Maggioncalda is apparently directed to a display containing output values, nothing in the figure suggests that the user may additionally select products or services associated with those values to obtain further information on the selected product/service utilizing data stored in memory.

Anticipation under 35 U.S.C. § 102 requires the presence in a single prior art disclosure, either expressly or inherently, of each and every element of a claimed invention. *See, e.g., Apple Computer, Inc. v. Articulate Systems, Inc.*, 57 U.S.P.Q.2d 1057, 234 F.3d 14 (Fed. Cir. 2000).

As discussed above, contrary to applicants' pending claims, the results disclosed by Maggioncalda are not "selectable" by a user. Thus, the cited prior art does not disclose at least the certain elements of the claimed invention "wherein said graphical representations displayed in said second display portion are selectable by a user and said user interface display responsive to user selection of a graphical representation are a product/service from said second display portion to generate a user interface display providing further information on said selected products/service utilizing data stored in said memory." (*See* claims 9 and 17.)

Accordingly, because Maggioncalda fails to disclose or suggest at least the foregoing claimed limitations, it cannot properly anticipate pending claims 9 and 17. Applicant respectfully submits that claims 9 and 17 are in condition for allowance. Additionally, because all remaining claims depend from claims 9 or 17, it is respectfully submitted that these claims are in condition for allowance as well.

CONCLUSION

In view of the foregoing remarks, favorable consideration and allowance of claims 9-18 is respectfully requested. In the event that the application is not deemed in condition for allowance, the examiner is invited to contact the undersigned in an effort to advance prosecution of this application.

Respectfully submitted,



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